Learn Digital Marketing

“NETWORK NET INSTITUTE”, India’s most reputable provider of digital marketing training and certifications, assists students in transforming their professions and becoming future-ready.

Let's Start our Digital Journey

What is Marketing

The action or business of promoting and selling products or services, including products understanding / market research and advertising.

What is Digital Marketing

Digital Marketing also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as marketing channels.

Strategic Implementation: Finding your target group.

Technical Implementation: Defining google ads conversion.

Marketing Concept:

Product differentiation (Unique Product)
Quality differentiation
Price differentiation

✏ **Digital Advertising Spends in India**

The Marketing trends in India suggested that the industry for digital advertising in India is growing by 280.49 billion INR by the end of 2022.

✏**What is the Growth Rate of Digital Marketing in India?**

Digital Marketing is the fastest-growing industry. It is growing at a rate of 25% to 30% rate per year.

✏**Revenue forecast in 2030-- USD 264.15 billion.**

✏ **Who is the No.1 Digital Marketer in India?**

Sorav Jain-He is the founder of the website www.soravjain.com and Echovme. He began his career in digital marketing as an SEO professional at the age of 17.

✏ **Is digital marketing a good career in India**

Yes, Digital Marketing is of course a well paid job. The average salary of a digital marketer at an executive level position lies between INR 2.5 Lacs to 5 Lacs. And the average highest starting salary at a manager level is between INR 8 Lacs to 10 Lacs.

What is the role of Digital Marketing ?

Primarily, a digital marketer is in charge of all the digital channels and uses them to drive brand awareness and generate leads. That is to say, a marketer's roles and responsibilities involve overseeing and development of the overall content strategy for an enterprise as well as marketing campaigns.

✏ **Top 10 Digital Marketing Companies in India**

The NineHertz

TCS

Infosys

Wipro

HCL Technologies

Cognizant

Larsen & Toubro Infotech Ltd

Tech Mahindra Ltd

Mindtree Ltd

Mphasis Ltd

Traditional v/s Digital Marketing

TV Ads	Google
Radio Ads	YouTube
Newspaper ads	Social Media
Canopies	Email Marketing
Pamphlets	WhatsApp & other platforms

Basis	Traditional Marketing	Digital Marketing
Narrow Down & Target Audience		✔
Analysis and performance Tracking		✔
Remarketing		✔
Cost Effective		✔

✏ "**Every Successful Business is a Solution to Some Problem**"

7 p's of Marketing / Marketing Mix [4+3 p's]

Product | Price | Place | Promotion

People | Process | Physical Evidence

:surprise = 😗	:peace = ✌	:thanks =	:pizza =
:hamburger =	:laugh = 😂	:100 =	:pasta =
:rainbow =	:sunflower =	:thumb =	:smile = 😁

✏ **Sales v/s Marketing**

Both are business functions, the main focus is to Generate maximum revenue.

" Marketing is the process of getting people interested in the goods and services being sold". { Lead generation campaign on FB is marketing }

" Sales refers to all activities that lead to the selling of goods and services". { converting those leads into customers - Prospect to customer }

	Marketing	**Sales**
Focus	Promotion and Brand awareness	Fulfill the sales & targets
Strategy	Pull Marketing	Push Marketing
Duration	Long - Term	Short - Term
Target	A large base	Individual or small crowd
End point	Audience attraction	Selling of a product

Consumer Behaviors

Old Consumer	**New Consumer**
Price First	Quality First
Quality Second	Trend Second

Word of Mouth	Price Third
Push	Never Push- Always Pull

✏ Price Elasticity of Demand:

Price elasticity measures how the demand and supply of your product are to changes in price.

Price elastic: Fluctuation in price, affects products demand. Example movie ticket

Price inelastic: Fluctuation in price does not affect demand. Example fuel

✏ Pricing Models :

Skimming Price: Starting with a high price and slowly decreasing with a price. Example mobile

Penetration Pricing: Entering into the market with the low price highly price sensitive market, competitive market intially small loss.

Value-based pricing: Based on the true value of product what customer is willing to pay. Build trust/loyalty

Dynamic pricing: Flexible, can change easily.

Premium pricing: When the products are of high luxury. Example 5 star hotels/ iPhone

Concept of SWOT

S- Strength

W- Weakness

O- Opportunities

T- Threats

Strength and weakness are internal factors

Opportunities and threats are external factors

Marketing v/s Advertising

Marketing	Advertising
Identifying customers needs- products / ideas	Part of marketing - Seeking attention of people towards a message
People should know about product/ company/ stores etc	Goal is to increase sales
Marketing is a process with a unique selling proposition (USP) and strong content that describes your business.	Different channels : Social media / Billboards / Hoardings / SMS
Long - Term	Short - Term

Inbound and Outbound Marketing

Inbound	Outbound
Digital Content	Non-digital content
Content comes in interactive forms such as social media, blogs etc	Content is displayed in direct mail, magazine ads, TV etc
Easy to measure	Difficult to measure

Inbound Marketing: Inbound marketing is focused on attracting customers to your products and services.

Outbound Marketing: Outbound marketing sends a message to a huge amount of people, in the hopes of marketing sale.

Thank You

The NETWORK NET Team